

AllinkAgent™

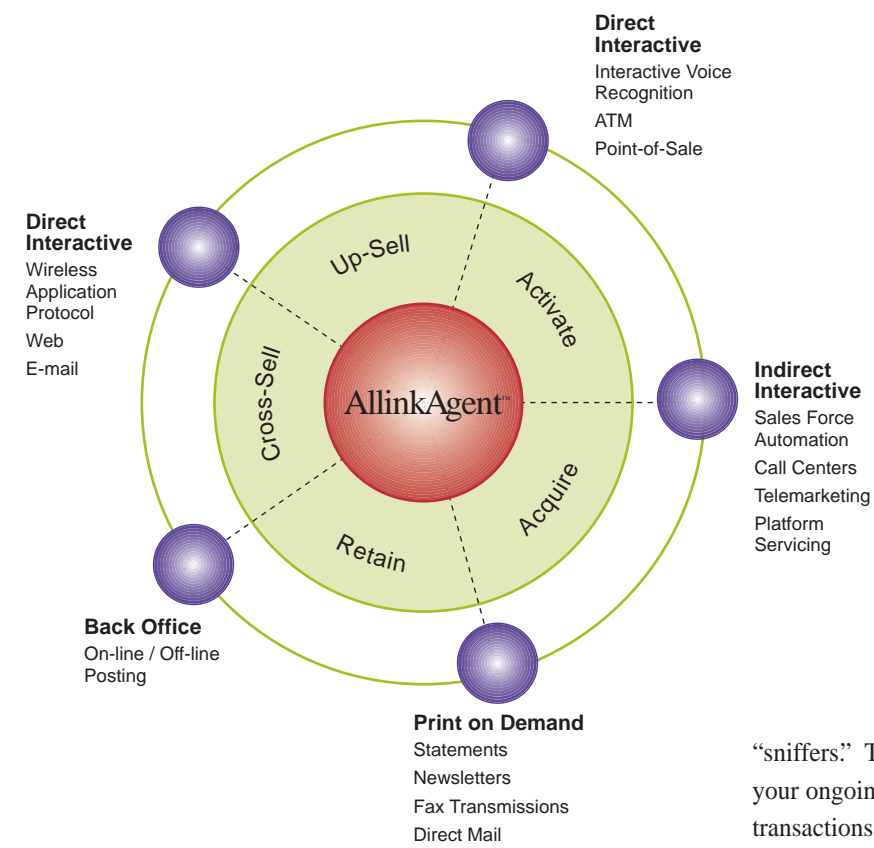


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Allink Agent™ is a real-time, behavior-driven CRM solution that optimizes communications and nurtures customer relationships across your entire enterprise. With Allink Agent, your sales and retention rise as you deepen your understanding of your customers, instantly react to significant changes in their behavior, and seize opportunity at the earliest possible moment.



With Allink Agent as the hub of your CRM activity, you instantly recognize significant behavioral change, immediately capitalize on opportunity, and automatically direct customized offers to your customer's preferred channel.

All About Behavior. All About Relationships. All About Success.

Recognizing significant change in your customers' behavior creates windows of economic opportunity that demand timely, focused, and decisive action. Whether it's an opportunity to cross-sell, up-sell, retain a customer, or acquire a new one, your ability to take immediate and appropriate action can produce real economic results and optimize your customer relationships.

Using Allink Agent's real-time, behavior-driven approach to customer relationship management (CRM), you interpret each customer interaction as it occurs, comparing each customer's current behavior to their inherent behavior signature (i.e., historical behavior patterns). This real-time analysis instantly recognizes significant behavioral change and identifies previously unknown sales opportunities. Most importantly, it enables you to immediately contact an amenable customer with the most effective customized marketing communication, and not wait days or weeks.

True One-to-One Marketing

At the core of Allink Agent's behavioral analysis are its advanced Java Agents or

"sniffers." These intelligent Agents monitor your ongoing stream of front- and back-office transactions, probing for potentially significant ones that match specific profiles. By distilling this vast quantity of transactions into a manageable set of meaningful data, Allink Agent performs highly efficient one-to-one transaction-to-rule matching, and draws on a centralized customer profile database to determine each transaction's true significance. Through this key step, Allink Agent rapidly processes customer interactions and completely outshines traditional database trigger-based marketing.

Allink Agent also responds to a customer's "absence of activity" or lack of significant transactions. Non-activity is often an indication that a customer is preparing to take their business to a competitor, and is often not recognized. Once again, your ability to recognize this lack of activity enables you to effectively manage attrition and retain customers who may be ready to move on.

A Continuous Feedback Loop

To close the loop and ensure real results, Allink Agent automatically generates customized marketing communications; manages the lead process with your entire sales enterprise; directs messages to your customers' preferred channels or touchpoints; dynamically re-scores customer preferences; and records business change in real-time.

"If one truly believes in the mission to deliver the desired product in a timely manner as a trusted advisor, then Allink Agent is a critical tool. It moves beyond a software application to the core of relationship marketing."

"Recognizing customer behaviors is merely the first step – maintaining the flexibility to change as those behaviors change is key to staying focused on customer needs. Allink Agent not only delivers on that first step but facilitates all steps after that."

"With Allink Agent, we can be as much in tune with the customer as we would have been had they been speaking to us each time they do business."

- Lisa Whittaker, CFA

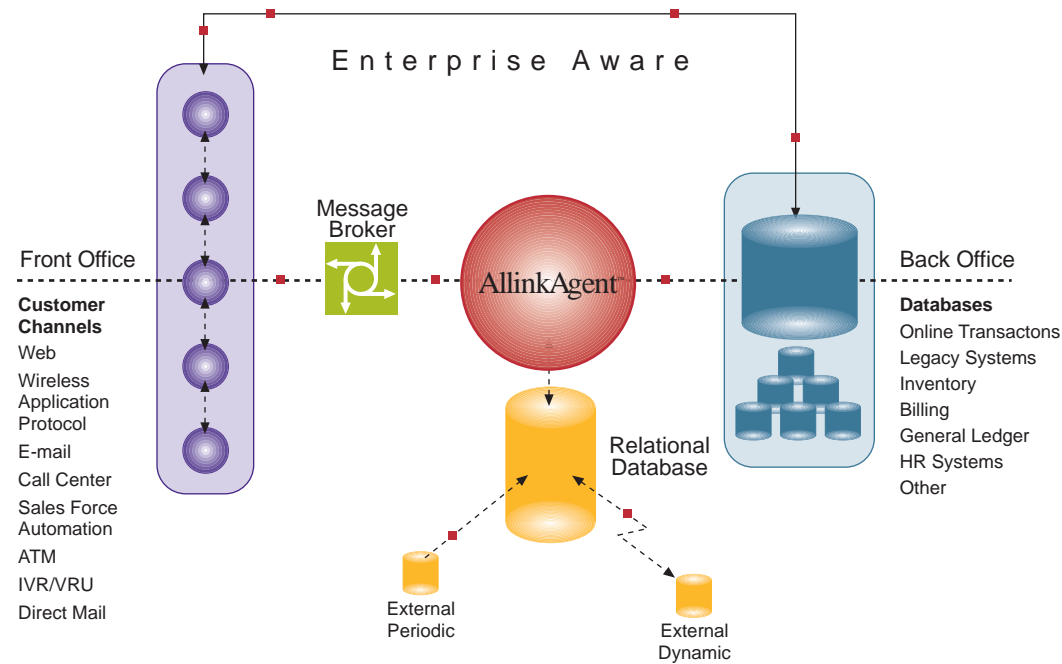
First Vice President
SunTrust Banks

it's all about behavior

Gain the Edge

To complement Allink Agent you can integrate a variety of best-of-breed, front-office systems such as the Web, e-mail, fax, wireless phones, and more.

These types of applications help optimize personalization, content management, e-business intelligence, and inbound and outbound e-mail. By possessing a progressive and forward thinking attitude, you further enhance and differentiate your business, gaining that all-important competitive edge.



Whether interactions occur in the front- or back-office, Allink Agent's complete enterprise awareness synchronizes your operations and enables you to interactively monitor, detect, and act on all customer activity.

Stay in Touch with Your Entire Enterprise

With the rapid growth of e-business and the ever broadening of customer channels, keeping your finger on the pulse of your entire enterprise requires a wide-ranging CRM solution. Operating in real-time and covering all customer touchpoints, Allink Agent continuously monitors customer behavior and completely synchronizes your various customer communication management and CRM initiatives. Drawing on this enterprise-wide reach, Allink Agent analyzes all customer transactions and determines their significance as they relate to the whole customer relationship lifecycle and customer experience.

Get Web Aware

Complete enterprise awareness starts with Web awareness. Allink Agent integrates your Web channel with your entire enterprise to construct a complete picture of your customer's behavior and lay the foundation for true multi-channel support.

With Allink Agent as your Web-based agent, you can interactively monitor both anonymous and known customer Web activity conducted by personal computer or WAP-enabled (Wireless Application Protocol) phones and palm devices. As it recognizes the Web user, Allink Agent

combines its tracking of the user's click stream with its knowledge of their other front- and back-office activity across all channels. Based on this total view of the customer experience, Allink Agent instantly generates a customized recommendation and routes it to the customer's preferred channel or channels.

Allink Agent dynamically formats all marketing communications for all targeted channels. Communication ranges from the displaying of generic Web content for anonymous browsers to the presenting of personalized Web pages, offers, and e-mails to your regular customers. In any case, Web refresh is imperceptible, ensuring that your customer's Web experience is optimal.

Integrate Your Operation

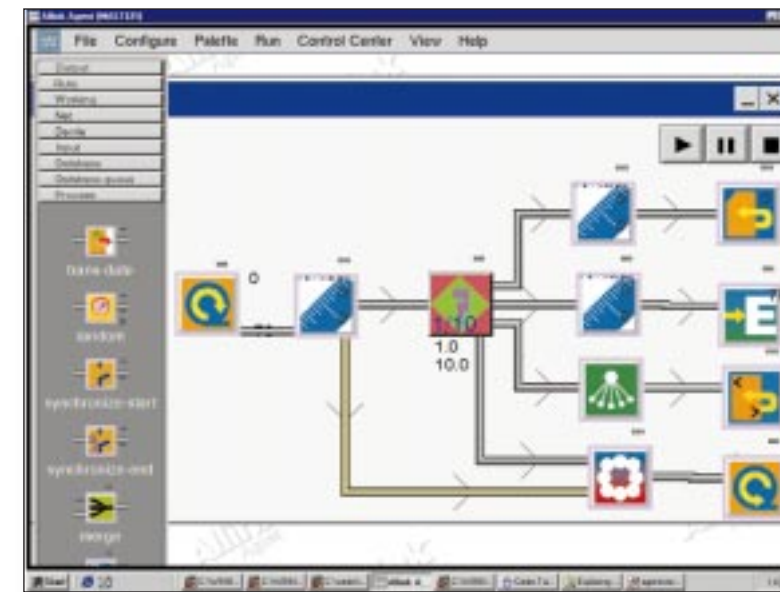
With Allink Agent as the hub of your CRM operation, you seamlessly integrate your various systems, synchronize communication across your enterprise, and control message routing to your sales group. And in conjunction with Allink Universal Integrator (AUD), a universal Application Programming Interface (API), Allink Agent designs and guides all communication to your various customer channels, ensuring the integrity of your messages and transaction data along the way.

Complete
enterprise
awareness drives
new business
opportunity and growth.
By instantly recognizing
customer activity at any
touchpoint and responding with
the right offer at the right time
through the right channel, you boost
revenue, cultivate new opportunity, and
optimize customer relationships.

meet your enterprise

build your solution

As an open and scalable system, Allink Agent seamlessly integrates with your existing operations and leverages your investment in data warehouses, channel systems, data mining practices, and customer knowledge repositories.



Bring your marketing communications programs to life with Allink Agent's customizable palette, drag-and-drop process icons, and natural language code.

It All Starts with Rules

The true effectiveness of your marketing programs lies in your ability to recognize opportunity and define successful action. You achieve this by building an intelligence center comprised of dynamic Gateway Agents, Java Beans, and Strategy Rules.

A Visually Compelling GUI

With Allink Agent's inviting, visual programming interface, you can easily build and link these components to form highly effective, one-to-one marketing programs. By employing colorful, drag-and-drop process icons, flexible flowchart connectors, and natural language code, Allink Agent enables you to see your program evolve right in front of your eyes.

Allink Agent's iconic Process Blocks are the foundation on which you build programs as these objects represent data sources, decisions, processing steps, communications, and tasks. To simplify your development efforts, you can create customized palettes of Process Blocks for specific marketing programs, and you can match up palettes with your team's varying levels of responsibility and sophistication.

Smart, Flexible, Easy to Build

As you link Process Blocks to form programs, Allink Agent performs "on the fly" logic verification to ensure that each block is rightfully connected to the previous block; if it's not logical, Allink Agent tells you so. You can also easily clone program components or entire programs and apply them to others, or use them as a base to create new ones. Given this flexibility, you develop consistency amongst your programs and create an efficient method for developing and maintaining them.

Ready-to-Use Templates

As an alternative development path, you can get started with Allink Agent by using its optional pre-defined Program Templates. By employing a ready-to-use set of rules, Program Templates are designed to address industry-specific marketing challenges including cross-selling, up-selling, defection management, activation, and acquisition. For added flexibility, you can customize these pre-built Program Templates to address your program-specific requirements such as product mix, services, channels, profit data, and other scorecard input.

Whichever path you choose, Allink Agent's straightforward usability enables you to create and enhance your wide range of sophisticated marketing communications programs.

Supporting Your Solution

We complement Allink Agent with in-depth product training, proactive 24/7 client support, and highly skilled systems integration services.

Using a partnership approach to client relations, we focus on optimizing your staff's knowledge, delivering proficient and timely answers, and assisting in the development of your best practices.

Our goal is to help you succeed.

our mission

As a premier provider of customer relationship management (CRM) software products and services, Harte-Hanks offers a complete range of robust, specialized, and integrated solutions for your entire enterprise. Using our CRM tools, you can consolidate key information from multiple sources and create an accurate relationship-centered view of your customers and prospects.

Our vision of CRM encompasses all we have learned from three decades of practicing database marketing, and builds on this foundation to create a new strategy with new technologies and new business processes. CRM is more than a single promotion or campaign; it's a continuous process of enterprise-wide information gathering, behavioral analysis, strategy refinement, and marketing communications that enables you to recognize opportunity and nurture customer relationships. Tactics vary, but the goal is constant; to deliver the right message about the right product, through the right channel, to the right audience, at the right time.

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